

Message Text

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SUBJ: BIDS ON GLOBAL MARKET RESEARCH (GMS): LABORATORY INSTRUMENTS

FOR COMMERCE

FROM MILAN TRADE CENTER

REF: STATE A-6864, SEPT. 3, 1974

STATE 209385, SEPT. 23, 1974

1. OF 13 FIRMS SOLICITED, ONLY FOLLOWING THREE HAVE SUBMITTED
BIDS ON GMS FOR LABORATORY INSTRUMENTS (ALL DOLLAR PRICES
CONVERTED BY POST AT LIRE 669 EQUALS \$1).

A) THEODORE TRANCU AND ASSOCIATES, ITALY, ONLY, LIRE 3,278,100
(\$4,900). TRANCU PROPOSES 40 INTERVIEWS: INDUSTRY, 15;
TRADERS, 15; AND "OTHER" 10. BIDDER LISTS IN BID 130 MARKET
SURVEYS CONDUCTED SINCE 1961 AND CLAIMS FAMILIARITY IN
LABORATORY INSTRUMENTS FIELD THROUGH EIGHT SURVEYS IN RELATED
AREAS SINCE 1967. (HYBRID CIRCUITS, POLLUTION TESTING,
ELECTRONIC TESTING). SURVEY WOULD BE CONDUCTED BY CLAUDIO
BUCHAL, CHIEF RESEARCHER, WHO HAS EXPERTISE IN MARKET RESEARCH.

B) A.T. KEARNEY S.P.A., ITALY ONLY, LIRE 3,650,000 (\$5,456).
KEARNEY PROPOSES 40-45 INTERVIEWS: END-USERS, 20-25;
MANUFACTURERS AND IMPORTERS, 15; GOVERNMENT AGENCIES AND
TRADE ASSOCIATIONS 5. KEARNEY CITES 150 MARKETING ENGAGEMENTS
OVER PAST YEAR AS EXPERTISE IN MARKET SURVEYS. SURVEYS IN
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LABORATORY INSTRUMENTS FIELD CITED FOR PAST YEARS ARE MASS

SPECTROMETERS AND ENVIRONMENTAL CONTROLS. THE STUDY WOULD BE PERFORMED BY TWO OF FOLLOWING: CARLO QUATTROCCHI, DEGREE IN AERONAUTICAL ENGINEERING, PREVIOUSLY A MEMBER OF RESEARCH AND CONSULTING CENTER, ITALIAN AIR FORCE; FRANCESCO FAVOLATO, DEGREE IN POLITICAL AND SOCIAL SCIENCES, CATHOLIC UNIVERSITY OF MILAN, FORMER NEGOTIATOR FOR THE EUROPEAN ECONOMIC COMMUNITY; AND ALBERTO DALLA TORRE, DEGREE ELECTRICAL ENGINEERING, UNIVERSITY OF PADUA, FORMER RESEARCHER FOR MONTEDISON.

C) SOCIETA' ITALIANA PER L'ECONOMIA APPLICATA (SITEA), ITALY ONLY, LIRE 2,000,000 (\$2,990) (NOTE THAT AMOUNT IN SITEA'S PRINTED BID IS ERRONEOUS. DR. ANTONIO MARTELLI, MANAGING DIRECTOR, HAS CONFIRMED THE L. 2,000,000 BID, NO IVA INCLUDED).

SITEA PROPOSES 25 INTERVIEWS: EQUIPMENT USERS, 5-10; MANUFACTURERS, IMPORTERS AND SALES REPRESENTATIVES, 15; GOVERNMENT AUTHORITIES AND INDUSTRIAL ASSOCIATIONS, 5-10. SITEA WAS ESTABLISHED IN 1973 AND HAS NOT COMPLETED A STUDY IN LABORATORY INSTRUMENTS FIELD, BUT CURRENTLY ASSISTING ELECTRIC INSTRUMENTS FIRMS IN MARKET INTRODUCTION FOR ITALY. DR. MARTELLI, AND RESEARCHER GUALTIERO TONELLA CLAIM 14 AND 6 YEARS EXPERIENCE RESPECTIVELY IN MARKET RESEARCH. GIUSEPPE TRAVAGLINI, ENGINEERING STUDENT, WILL ASSIST.

2. COMMENT: ALL THREE BIDS SUBMITTED SHOULD BE CONSIDERED. OUR RECOMMENDATIONS ARE RANKED AS FIRST, SECOND AND THIRD CHOICES.

1. KEARNEY S.P.A., WHILE \$556 HIGHER THAN TRANCU AND \$2466 HIGHER THAN SITEA OFFERS WE BELIEVE MOST IMPRESSIVE OVERALL REPUTATION, EXPERTISE OF PERSONNEL AND VOLUME OF WORK TO BE EXPENDED ON STUDY. WE RECOMMEND AS FIRST CHOICE IF PRICE WITHIN LIMITS OF CONSIDERATION.

2. SITEA OFFERS LOWEST PRICE, AND THE OPPORTUNITY TO TEST NEWER RESEARCH ORGANIZATION. DISADVANTAGES ARE LOWER WORKLOAD OFFERED AND UNKNOWN QUALITY OF WORK. RECOMMENDED IF PRICE IS MAIN CONSIDERATION.

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3. TRANCU AND ASSOCIATES. A COMPROMISE CHOICE BETWEEN KEARNEY'S HIGHER COST AND SITEA'S LOWER PROPOSED WORK VOLUME. WE RECOMMEND AS THIRD CHOICE SINCE RESEARCHER WITHOUT TECHNICAL EXPERTISE IN LABORATORY INSTRUMENT FIELD, ALTHOUGH WELL EXPERIENCED AS RESEARCHER.

3. COPIES OF BID DOCUMENTS SENT VIA APO AND AIR POUCH COTOBER 30. FINA

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